## ABSTRACT OF THE DISCLOSURE

### APPARATUS AND METHODS FOR AUCTIONING TIME AND DESKTOP SPACE TO PRODUCT AND SERVICE SUPPLIERS

Apparatus and methods for auctioning time and
5   desktop space to product and service suppliers are
provided.  The apparatus and methods obtain bids from
various product and service suppliers and determine which
of the bids are the highest ranking bids.  The particular
product and service suppliers from which bids are
10   obtained may be determined based on user preferences
stored in a user profile, for example.  Based on the
ranking of the bids, commercial information from the
product and/or service suppliers is presented to the
user.  Higher ranking bids are provided with larger
15   display space on a user's client device display and are
provided with a longer display time before cycling to the
next lower ranking bid.  In addition, multiple displays
of commercial information may be provided at a same time
with the size and duration of the displays being
20   determined based on the ranking of the associated bid
from the product/service supplier.

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